



# Quick Reference

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**Book Title:** Start Without Permission

**Sub-title:** How to Build Power, Momentum, and Success  
When No One Is Opening Doors

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**Author:** Phoebe A. Bryant

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**Available: U.S. & Canada:** Amazon, Barnes & Noble,  
Walmart.com, Apple Books, Chapters /Indigo (Canada),

**U.K. & Europe:** Amazon.co.uk, Foyles, Gardeners, Adlibris,

**Australia & New Zealand:** Amazon AU, Booktopia,  
Fishpond,



# Author Biography

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## Short Bio (75 words)

Phoebe A. Bryant is a business strategist and author with more than twenty years of experience in information technology leadership. After spending two decades advising executives and entrepreneurs on how to build, grow, and sustain their ventures, she turned her attention to the women who did it first, often without capital, credentials, or permission.

Her latest book, *Start Without Permission*, profiles eleven women entrepreneurs who transformed obstacles into empires across 125 years of American business history. She is also the author of *Self-Made Woman: The Ultimate Guide for Success-Driven Women in the Workplace*.

# Author Biography

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## Long Bio (200 words)

Phoebe A. Bryant is a business strategist, author, and speaker with more than twenty years of leadership experience in information technology. Throughout her career, she has served as a trusted adviser to executives and entrepreneurs navigating growth, negotiation, and strategic decision-making.

Her latest book, *Start Without Permission*, emerged from a question that shaped her own professional journey: What does it actually take to build something when the system was not designed for you? To answer it, she spent years researching the strategies of eleven women entrepreneurs, from Madam C.J. Walker and Annie Turnbo Malone to Issa Rae, Simone Biles, and Olamide Olowe, who built transformative businesses across 125 years of American history.

The result is part business strategy, part history: a book that extracts practical power moves from each founder's story and shows readers how to turn rejection into evidence, setbacks into strategy, and small wins into momentum.

Phoebe is also the author of *Self-Made Woman: The Ultimate Guide for Success-Driven Women in the Workplace*. She writes for the underdogs, the overlooked, and anyone who has ever been told to wait their turn. She believes the most powerful business lessons come from those who had to invent their own path forward.

# Book Descriptions

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## One-Liner (Elevator Pitch)

Eleven women who built empires when every door was closed, and the power moves that made it possible.

## Short Description (100 words)

Start Without Permission profiles eleven women entrepreneurs, from Madam C.J. Walker and Annie Turnbo Malone to Issa Rae, Simone Biles, and Olamide Olowe, who built empires when every door was closed to them.

Spanning 125 years of American business history, this book extracts the specific power moves behind each founder's success: how they identified opportunities others missed, turned rejection into fuel, and transformed overlooked markets into multimillion-dollar enterprises. Part business strategy, part history, Start Without Permission is for the overlooked, and anyone who has ever been told to wait their turn.

# Book Descriptions

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## Full Description (300 words)

What if the most powerful business lessons did not come from Harvard case studies or Silicon Valley origin stories, but from the women who built empires when every door was closed to them?

Start Without Permission profiles eleven women entrepreneurs who refused to wait for approval, opportunity, or permission to begin. Spanning 125 years of American business history, from Annie Turnbo Malone and Madam C.J. Walker to Issa Rae, Simone Biles, and Olamide Olowe, these founders turned limited resources into leverage, rejection into fuel, and overlooked markets into multimillion-dollar enterprises.

This is not a collection of feel-good inspiration. It is a strategy guide disguised as history.

Each chapter unpacks the specific power moves behind a founder's success: how they identified opportunities others missed, built systems that scaled, claimed their value in rooms that underestimated them, and transformed industries that tried to exclude them. Their stories reveal patterns that apply whether you are launching a startup, negotiating a raise, or building influence within an organization that was not designed for you.

# Book Descriptions

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## Full Description cont. (300 words)

You will learn:

- How Madam C.J. Walker built a national sales empire through radical generosity.
- How Issa Rae turned a web series rejected by networks into a media company on her own terms.
- How Simone Biles reclaimed her narrative and redefined what athletic dominance looks like.
- How Olamide Olowe launched a beauty brand at twenty-three and secured funding in an industry that routinely overlooks Black founders.

The women in these pages did not wait to be chosen. They started before they were ready, built while others doubted, and proved their value by creating results too significant to ignore.

**The proof is here. Your move.**



# Sample Interview Questions

*These questions are designed to showcase the book's most compelling content and spark engaging conversations.*

1. Annie Turnbo Malone built a business empire before Madam C.J. Walker, but most people have never heard her name. Why do you think history forgot her, and what can we learn from her story?
2. You profile women across 125 years of business history. What patterns did you notice that connect someone like Madam C.J. Walker in 1905 to Olamide Olowe launching a beauty brand in 2020?
3. The book is called Start Without Permission. What does that phrase mean to you, and why is it so hard for many people, especially women, to actually do it?
4. You write about power moves, and specific strategies each entrepreneur used. What is one power move from the book that surprised you or changed how you think about business?
5. You have twenty years of experience advising executives and entrepreneurs. What made you want to write this particular book?
6. What do you hope readers take away from Start Without Permission, especially someone who feels stuck or overlooked right now?

# Speaking Topics

*Phoebe A. Bryant is available for panels, workshops, and podcast interviews on the following topics:*

**Start Without Permission:** How underdogs can turn limited resources into competitive advantages

**The Business Strategies Behind Black Women Entrepreneurs:** Lessons from 125 years of building against the odds

**Why Founder Mythology Gets It Wrong:** What actually drives success when you do not have access, capital, or connections

**Turning Rejection Into Redirection:** How to use no as fuel instead of a stop sign

**Know Your Worth and Name Your Price:** Negotiation strategies for women and underrepresented professionals

**Build Your Own Door:** Creating opportunity when traditional paths are blocked



# Downloadable Assets

*High-resolution images are available for download at, [phoebebryant.com](http://phoebebryant.com)*

## **Author Headshot**

Professional headshot available in high resolution (300 dpi, 1000+ pixels)

Filename: Phoebe\_Bryant\_Headshot\_Color.jpg

## **Book Cover**

Front cover image available in high resolution

Filename: StartWithoutPermission\_Cover.jpg

